



DIGITAL MARKETING SERIES VIRTUAL WORKSHOP



Business Growth Using Google Tools

AND A CHANGE IN MINDSET

TOPICS COVERED:

Digital Marketing Strategies

- Create and Claim Your Google Business Profile—stand out on Google Search and Maps
- Manage Your Online Information—keep your business details updated across Google
- Connect with Customers—use Google Business Profile to engage with potential customers
- Improve Your Website Visibility—learn SEO basics to boost your rankings
- Leverage Google Trends & Search Console—gain insights on search trends and monitor website performance
- Evaluate Your Website—measure key metrics to improve your user experience

Mindset for Business Growth

- Adopt a Growth Mindset—turn challenges into opportunities
- Stay Resilient During Tough Times—learn practical strategies to stay focused and motivated
- Persevere for Long-Term Success—develop patience and consistency for digital marketing growth



SPEAKER

Teresa Heger

Small Business Digital Trainer

Main Street America

Heger is currently a consultant and coach with Main Street America (Chicago) and Google (Mountain View, CA) helping start-ups and small businesses to use digital tools to grow their businesses, and she helps entrepreneurs develop their leadership skills.

She has experience establishing and building a manufacturing business from the ground up as a president and co-founder and held leadership roles in operations for Herman Miller (Zeeland, MI) and managed several Fortune 500 accounts for IBM in a sales and marketing capacity.

Heger holds a B.S. degree in Manufacturing Administration from the School of Engineering and a Master of Art in Organizational Learning and Performance from Western Michigan University. She is a certified executive coach from iPEC, an ICF-accredited program; a licensed speaker and coach by the Impostor Syndrome Institute™; an Energy Leadership Index Master Practitioner; and a 200 RYT certified yoga instructor.

QUESTIONS? CONTACT

George Venettis, *Oakland County*

venettisg@oakgov.com | (248) 858-5618

**TUESDAY NOVEMBER 12, 2024
9 - 10 AM**

Cost: Free | Advance Registration Required for Zoom Link

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